



PELICAN HOUSE

www.pelican-house.com

[@pelican_house](https://www.instagram.com/pelican_house)

Sales Manager

About Us

Pelican House is a design studio that creates bespoke, hand-crafted rugs for Interior Designers, with core principles of luxury design, ethical production and exceptional craftsmanship.

Run by two female Founders, Bella Valenzia and India Holmes, their model is accountable, responsible and sustainable by design, selecting rug partners on ethical grounds. They work with the NGO Label Step to ensure the interests of our artisans are protected at each stage of the process.

Pelican House strives towards a world where consumers enjoy both ethical transparency and uncompromised style through the statement rugs they buy.

The Role

Pelican House is seeking a commercially astute and relationship-led Sales Manager to guide the next phase of our growth across the UK, USA and hospitality sectors.

You will be responsible for managing the full sales journey - from first enquiry through to order fulfilment - while proactively developing new business and nurturing long-term relationships with interior designers, architects, and hospitality clients. This is not a showroom-based role; the focus is on relationship-led sales, outreach, and account management.

You will work closely with the Founder, Bella, and Studio Manager, and will have the opportunity to shape processes, strategy, and the future structure of the sales function in a friendly, supportive environment.

Sales

- Grow revenue from interior designers, architects and hospitality groups in line with agreed company sales targets.
- Delivery annual growth based on targets.
- Lead the strategic expansion of Pelican House within the USA market, cultivating a defined pipeline of priority accounts.
- Increase revenue per client through account development and repeat business.
- Maintain margin integrity, collaborating closely with the Founder & Creative Director on pricing strategy, forecasting and stock planning.

Client Management

- Serve as the primary commercial contact for clients, guiding them seamlessly from initial enquiry through to delivery.
- Build enduring relationships with leading interior designers, architects and hospitality groups.
- Ensure all inbound enquiries are handled promptly, professionally and with considered attention to detail.
- Arrange and host studio visits, client meetings and showroom appointments.
- Prepare and issue quotations, invoices and delivery estimates, including international orders.
- Keep clients informed throughout production and delivery, managing timelines with clarity and care.
- Oversee sample requests and loans in collaboration with the Studio Manager to support specification and conversion.

Business Development

- Develop and implement a thoughtful business development strategy aligned with the Pelican House brand.
- Identify and pursue opportunities across trade partnerships, hospitality projects, collaborations and international markets.
- Introduce Pelican House to new design studios and hospitality groups through tailored outreach and presentations.
- Represent Pelican House at selected industry events and design fairs, strengthening brand presence and generating qualified opportunities.
- Identify event opportunities and curate guest lists strategically to nurture meaningful commercial relationships.
- Work alongside external digital marketing partners to ensure campaigns and content support sales objectives.

Commercial Operations & Process

- Maintain accurate client records and sales activity within HubSpot, ensuring full visibility of pipeline and opportunities.
- Screen and manage trade account applications in line with brand positioning.
- Contribute to the ongoing refinement of sales processes to ensure clarity, efficiency and scalability.

Reporting

- Report on performance against sales targets.
- Prepare sales summaries highlighting key accounts, opportunities and product performance.
- Contribute to quarterly business reviews and forecasting discussions.
- Provide informed revenue projections to support company-wide planning and cashflow management.

Key Skills & Experience

- Minimum 5+ years' experience in a similar role.
- Experience in the trade interior world is essential.
- Experience working with HubSpot or a similar CRM system.
- Experience within rugs is desirable but not essential.
- Strong commercial awareness, with confidence working with pricing, margins, and projections.
- Highly organised, detail-oriented, and calm under pressure.
- Excellent written and verbal communication skills, with a natural ability to build trust and rapport.
- Proactive, self-motivated, and comfortable working independently within a small team.
- Confident using Apple Mac systems and Google Drive.
- A genuine appreciation for ethical craftsmanship, design, and interiors.

Role Details

Hours: Monday - Friday, 9am–6pm, flexible start / finish times.

Location: Hybrid. Tues - Thurs in Camden office

Salary: Competitive Salary, dependent on experience + commission.

Benefits:

- Gym membership.
- 34 holiday days (including bank holidays) + Christmas break.
- Flexible daily work schedule 8.30/9am to 5.30/6pm.
- Hybrid working.
- Employee/trade discount & sample sales.

Why Join Pelican House?

This is a rare opportunity to take a leading role within a growing luxury brand and help shape its future. You will be trusted with responsibility, encouraged to bring ideas, and supported in building a sales function that reflects the values and ambition of Pelican House.

To Apply

Please send your CV along with a short cover letter outlining why you would be a great fit for the role to:

bella@pelican-house.com

We look forward to hearing from you.